

## Gross, Gary

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**From:** Yzaguirre, Jasper  
**Sent:** Tuesday, January 15, 2019 2:11 PM  
**To:** Adeline Guyenne; Bradley Wentlandt  
**Cc:** Taylor, Sammy; Cain, Edward; Melius, Darlene; Sharp, Cynthia; Gross, Gary; Tillett, Robin; Schecker, Joshua; Arlt, Renee; Voss, Chris; Adeline Guyenne  
**Subject:** RE: Ring Follow Up and MOU

I am free both the 23<sup>rd</sup> and 25th

**From:** Adeline Guyenne [mailto:adeline.guyenne@ring.com]  
**Sent:** Tuesday, January 15, 2019 12:39 PM  
**To:** Bradley Wentlandt <bradley.wentlandt@ring.com>  
**Cc:** Yzaguirre, Jasper <Jasper.Yzaguirre@lakelandgov.net>; Taylor, Sammy <Sammy.Taylor@lakelandgov.net>; Cain, Edward <Edward.Cain@lakelandgov.net>; Melius, Darlene <Darlene.Melius@lakelandgov.net>; Sharp, Cynthia <Cynthia.Sharp@lakelandgov.net>; Gross, Gary <Gary.Gross@lakelandgov.net>; Tillett, Robin <Robin.Tillett@lakelandgov.net>; Schecker, Joshua <Joshua.Schecker@lakelandgov.net>; Arlt, Renee <Renee.Arlt@lakelandgov.net>; Voss, Chris <Chris.Voss@lakelandgov.net>; Adeline Guyenne <adeline@ring.com>  
**Subject:** Re: Ring Follow Up and MOU

Thanks Brad! Moving you to bcc.

Sgt. Yzaguirre & Team,

Looking forward to getting Lakeland PD up and running on the portal! As Bradley mentioned, to kick things off we typically like to schedule a 1-hr call/webinar with all key personnel to review how the portal functions for different users and then establish a deployment strategy with input from your different areas of expertise.

On the call we'll be discussing what to expect on the day of onboarding, who should attend, and schedule a tentative date & time for the in-person training. We'll then do a deep dive into your portal and discuss how you see your team members utilizing the tools so that we can determine the permission settings for each of the accounts that will be provisioned (after the onboarding). And lastly, we'll go over next steps and action items that will need to be completed over the weeks leading up to the onboarding day.

### Rough Agenda:

1. Intros & Questions (10 mins)
2. Onboarding: What To Expect & Planning (5 mins)
3. Portal Deep-Dive (25 mins)
4. Next Steps (20 mins)

For the webinar, I recommend everyone join from one room (if possible) and sharing one screen. Click the [Uber Conference link](#) to see the content being shared and indicate whether or not you will be using your computer's built-in microphone or if you want to dial-in. (To dial-in by phone, call 720-835-5205 and use Pin #: 24825).

My travel schedule this month is slightly prohibiting so as of right now I'm available Wed Jan 23rd @ 4pm EST or Fri Jan 25th @ 4pm EST for the webinar. Do either of these days work for everyone or should we look at the following week?

Best,  
Adeline

**Adeline Guyenne**  
Senior Account Manager



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New Technology-Based Security System Replacing Neighborhood Crime Watch

On Mon, Jan 14, 2019 at 1:34 PM Bradley Wentlandt <[bradley.wentlandt@ring.com](mailto:bradley.wentlandt@ring.com)> wrote:

Happy New Year Lakeland Team! We'd like to move forward with your remote training for key personnel.

Copied on this email is Adeline Guyenne who will be your account manager and handle all of your training and onboarding. Adeline is our Senior Account Manager and has worked with dozens of agencies in Florida.

Adeline will work with the team to schedule a date for the webinar.

Brad

On Fri, Dec 21, 2018 at 10:30 AM Bradley Wentlandt <[bradley.wentlandt@ring.com](mailto:bradley.wentlandt@ring.com)> wrote:

Thanks,

We're going to be doing an online webinar for the key personnel identified below. After that online training, you will have access to the portal to familiarize yourself with everything.

We will also schedule in-person training at Lakeland PD for the rest of the department.

On Fri, Dec 21, 2018 at 9:26 AM Yzaguirre, Jasper <[Jasper.Yzaguirre@lakelandgov.net](mailto:Jasper.Yzaguirre@lakelandgov.net)> wrote:

Brad,

Please see below for the list of our personnel and their roles for the training:

1. Partnership Point of Contact - Jasper Yzaguirre
2. Press/Media Coordinator – Gary Gross
3. Social Media Coordinator – Robin Tillett

4. Investigative Coordinator – Darlene Melius
5. Community Relations Coordinator – Cindy Sharp

Also, we would like to have additional personnel also attend the training that may have involvement if that is ok. I think any time after the second week in January will be good to schedule the training.

Could you also please resend the documents because I did not receive them. We are looking forward to the partnership.

Thank You!

## **Jasper Yzaguirre**

**Intelligence Sergeant | Criminal Investigations Section**

Lakeland Police Department

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**From:** Taylor, Sammy  
**Sent:** Thursday, December 20, 2018 9:48 PM  
**To:** Bradley Wentlandt <[bradley.wentlandt@ring.com](mailto:bradley.wentlandt@ring.com)>  
**Cc:** Cain, Edward <[Edward.Cain@lakelandgov.net](mailto:Edward.Cain@lakelandgov.net)>; Yzaguirre, Jasper <[Jasper.Yzaguirre@lakelandgov.net](mailto:Jasper.Yzaguirre@lakelandgov.net)>  
**Subject:** Re: Ring Follow Up and MOU

Ok.....Sgt Jasper Yzaguirre (Sgt in charge of out Intel Unit), will be in touch with you to set up the training and he will be LPD's point of contact for Ring.

Thanks for getting this done so quickly

Sent from my iPad

On Dec 20, 2018, at 5:09 PM, Bradley Wentlandt <[bradley.wentlandt@ring.com](mailto:bradley.wentlandt@ring.com)> wrote:

Great news! The MOU agreement is fully signed. Attached are the documents for your records.

Our next step will be a remote training session for our key players. We'll get your live portal set up and ready to go, then we'll do an online training session and give you some time to get familiar with the platform. Once that is complete, we'll move forward with your formal in-person training and onboarding for your staff.

We'll need the following people to be part of the online training session (understanding the same person may serve more than one role):

1. Partnership Point of Contact - main point of contact(s) for the Ring partnership (Captain Taylor?)
  
2. Press/Media Coordinator - typically the PIO who would work with Morgan from our team to coordinate the initial partnership announcement and ongoing PR moving forward.
  
3. Social Media Coordinator - person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc (if different from #2)

4. Investigative Coordinator - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.

5. Community Relations Coordinator - person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

It is essential to have each of these personnel as part of the initial online training. Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership.

Let me know when would work best for you guys.  
Brad

On Thu, Dec 13, 2018 at 8:39 AM Taylor, Sammy <[Sammy.Taylor@lakelandgov.net](mailto:Sammy.Taylor@lakelandgov.net)> wrote:

Got it, I submitted our Department's General Counsel this morning for review and approval

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**From:** Bradley Wentlandt [<mailto:bradley.wentlandt@ring.com>]

**Sent:** Thursday, December 13, 2018 7:50 AM

**To:** Taylor, Sammy <[Sammy.Taylor@lakelandgov.net](mailto:Sammy.Taylor@lakelandgov.net)>; Cain, Edward <[Edward.Cain@lakelandgov.net](mailto:Edward.Cain@lakelandgov.net)>

**Subject:** Ring Follow Up and MOU

Thanks so much for your time Monday and for getting the staff together for the presentation. A copy of the MOU is attached. Please review and let me know next steps (does it require council/commission vote?)

To recap (some talking points):

The Neighbors by Ring app, is a free smartphone app that allows neighbors to participate in a digital neighborhood watch:

- upload crime and safety related videos from any platform (does not have to be Ring video)
- comment on posts from Neighbors app users
- does not require any purchase - does not require that the citizen own a Ring device

The Ring Law Enforcement Portal, is a free service for law enforcement that provides:

- access to the videos and crime/safety related posts on the Neighbors app
- ability to post geographically specific, hyper-local alerts to Ring owners and users of the app
- a map of Ring devices in your community (exact locations obscured for privacy)
- ability to request videos directly from Ring users.
- management of videos shared by users.

Ring will donate devices to the department and provide ongoing support through donation, device subsidies and community engagement.

I've attached a discount code flyer for the department. Orders must be placed using your Lakeland email address for the code to work.

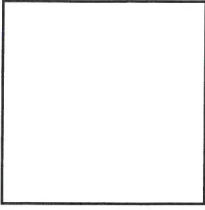
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Brad

Brad Wentlandt

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LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

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